



The Community

Scottsdale, Arizona is renowned as one of the most livable cities in the country and widely recognized as an outstanding community in which to live, work and raise a family. It is also a community of remarkable contrasts. Famous as a resort destination, nestled in the splendor of the Sonoran Desert, it is also a working city that draws employees from around the Phoenix metro area and is home to several progressive corporations and businesses. It combines a casual southwestern style with a sophisticated arts community.

Scottsdale remained a small town from its founding in 1888 until it was incorporated as a city in 1951. Like

much of the Phoenix metropolitan area, it has seen periods of intense growth during the post-World War II years. In the 1990's Scottsdale embarked on an ambitious program to set aside a third of the city - nearly 60 of the City's 184.5 square miles, as untouched desert open space.

Growth and preservation have brought the City to a historic transition point: available land for the type of large scale, planned community development that has characterized development since the 1970's is nearly gone. Growth is slowing and attention is now shifting to high quality infill and revitalization projects that are compatible with adjacent neighborhoods and the

City Council's paramount consideration for "quality of life" for residents and visitors.

The City's ability to manage its growth, build a sustainable economy, maintain its mature areas, and fund desert preservation stems from a tradition of citizen involvement and long range planning in city government and the community.

Scottsdale's integrated strengths in quality of life, community involvement, economic development and overall citizen satisfaction are just some of the reasons that the city is regularly cited in surveys as an outstanding place to live, raise a family, conduct business and visit on business or pleasure. Please visit www.ScottsdaleAz.gov for more information on the City of Scottsdale.

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City Government

Scottsdale city government is a full-service charter municipality that operates under the Council/Manager form of government. The Mayor and six Council members comprise the elected leadership, and are responsible for appointing six Charter Officers. The City appoints citizen volunteers to participate on over two dozen advisory boards and commissions. The City Council has established its mission to reflect the priorities of the City Council, shape the budget, and guide strategic planning and performance in all departments.

The City of Scottsdale is widely recognized as an outstanding organization with a rich tradition of innovation and excellence in public services. Citizen satisfaction with city services has ranged from 94% to 98% in annual random surveys conducted over the past five years.

The City of Scottsdale is a "values-driven organization," with 2,600 employees who take pride in delivering high quality public services. Consistent with the City Council's mission and goals, city employees have established the following employee values to characterize the "Scottsdale way of doing things:"

- Plan and Innovate for the Future
- Listen, Communicate, Take Action
- Be Accountable and Act with Integrity
- Respect the Individual
- Show Caring and Compassion for Others
- Collaborate as a Team
- Learn and Grow Continuously
- Focus on Quality Customer Service



WestWorld

WestWorld is a premier, nationally recognized, user-friendly equestrian center and special events facility serving our Scottsdale community and target market visitors. WestWorld is host to Signature Events such as the Barrett-Jackson Classic Car Auction, the Sun Country Circuit Quarter Horse Show and the All Arabian Horse Show. WestWorld also hosts consumer shows such as the Scottsdale Home and Garden Show and the GoodGuys Custom Hotrod Show, in addition to special events like the McDowell Mountain Music Festival and the Fiesta Cluster Regional Dog Show. The facilities consist of a 10 acre grass polo field, a 10,000 square foot banquet facility, a 6,000 square foot covered arena, a 6,400 seat open air equestrian arena, two other covered equestrian arenas, six open air equestrian arenas, 14 barns with 692 stalls, an 8,500 square foot banquet hall, and a 120,000 square foot column free tent structure: in total, 230 acres strategically located off of the Loop 101 and Frank Lloyd Wright Blvd. The Department's budget is \$2.6 million with a staff of 19 and 50 seasonal contractors.



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■ WestWorld General Manager

Reporting directly to the Assistant City Manager, the General Manager is responsible for managing and supervising all aspects of the facility operations, including planning, coordinating, developing, and implementing programs and events. The WestWorld General Manager will perform high-level managerial and professional work in directing, administering and coordinating all activities involved in WestWorld events.

Key responsibilities include:

- Working in partnership with all stakeholders to define the strategic direction of WestWorld.
- Developing and directing promotional activities designed to increase use of the facility and serve as the primary City authority on all matters pertaining to WestWorld.
- Working with Signature Events and consumer shows to provide required and requested services.
- Working with local equestrian groups, casual riders and special events groups to serve their needs.
- Negotiating contracts with the equestrian and special events industry, event promoters, vendors and others engaged in event and facility development; and monitoring and managing these contracts.
- Supervising the activities of staff engaged in event coordination, facility operations and maintenance activities.
- Working and coordinating with the Bureau of Reclamation, and other governmental agencies and committees to ensure appropriate funding and use of the facility.
- Managing fiscal resources to accomplish organizational objectives.
- Overseeing the development and implementation of a CIP budget.

■ Challenges and Priorities

WestWorld Master Plan: Scottsdale adopted an ambitious Master Plan for WestWorld in 2003, and has implemented several new Master Plan improvements to date, including relocating arenas, improving drainage, adding parking, and covering two arenas.

The Master Plan includes recommendations to add a 115,000 square foot multi-purpose exhibit hall; enlarge and enclose the Equidome Arena; and double the number of barns and stalls.

Priorities

- Signature Events: Marketing and retaining prestigious Signature Events.
- Consumer Shows: Attracting additional quality Consumer Shows.



■ The Ideal Candidate

We are seeking a seasoned professional who possesses strong visionary and innovative leadership skills; and a commitment to valuing people and treating people with respect, integrity and openness. A strategic thinker, the ideal candidate should demonstrate the ability to manage change, promote teamwork and ensure high standards of service delivery. The successful candidate will have experience in all facets of public assembly facility management. This energetic, responsive, hands-on leader will have strong customer service and communication skills, excellent organizational and critical thinking capabilities, and an ability to solve problems effectively and efficiently.

The successful candidate will take risks and create innovative solutions to complex issues while thriving in a fast paced, multi-tasking environment; have the ability to manage and motivate others to meet deadlines and perform at the desired level; and have an ability to establish trust and maintain effective working relationships at all levels of the organization, as well as with current and potential clients. Keeping a sense of humor in a high pressure, fast-paced environment, with constantly shifting priorities is essential. He/She will be a strong manager, and an effective leader, delegator, and team player, who is also inclusive, analytical and can see the big picture.

The selected candidate will also be credible, ethical, organized, personable, and flexible. This person will also have a high level of integrity and be passionate about the job. Finally, he/she should demonstrate a flair for developing relationships with stakeholders, clients, users and the community.

■ Experience & Knowledge

Requires at least seven years increasingly responsible experience in a leadership role with facility and event management and administration. Experience working in an equestrian related environment is highly desirable. A proven history of strong, positive relations with promoters, vendors, civic groups and citizenry is essential. A Bachelor's degree from an accredited college or university with major course work in business or public administration, marketing or a related field is necessary. A Master's degree, as well as an IACC (International Association of Conference Centers) certification, is desirable.

Appreciation of, or familiarity with, a municipal system and local government processes is strongly preferred. Proven history with complex contract negotiations and developing agreements with clients, and extensive experience with show producers as well as strong financial/analytical skills, experience with fiscal management, and a strong business administration foundation are critical. The ability to create and implement strategic business plans and a demonstrated track record of facilitating and sustaining positive employee and customer relations is critical to ensure success in this position.

Bilingual English/Spanish skills are highly desirable.



■ Compensation & Benefits

Compensation and benefits are highly competitive and dependent on qualifications. The city provides an attractive core benefits package including:

- 15 days of vacation annually
- 9 holidays plus 1 floating holiday annually
- 12 days of medical leave annually
- City paid Life Insurance
- Medical Insurance
- Dental Insurance
- Long Term Disability
- Voluntary ICMA Deferred Compensation
- Retirement (Arizona State Retirement System)

■ Application & Selection Process

To apply, please submit a cover letter with current salary, a comprehensive resume and the names of three work-related references to:

Ms. Bernadette LaMazza
Human Resources
City of Scottsdale
7575 East Main Street
Scottsdale, AZ 85251
(480) 312-7237

Or e-mail to hr@ScottsdaleAZ.gov. First review of resumes will be March 24, 2006. Candidates deemed qualified will be contacted for participation in the assessment process.

The City of Scottsdale is an Equal Opportunity Employer and values diversity at all levels of its workplace.





*The City of Scottsdale invites your
interest in the position of*

WestWorld General Manager

We have a unique opportunity for a dynamic and innovative leader to oversee the business development, marketing and management functions of our WestWorld facility. This challenging position reports directly to the Assistant City Manager and is responsible for managing and supervising all aspects of the facility operations, including planning, coordination, development, and implementation of programs and events.

